

Final Recommendation

Recommendation of the Action Plan Team: Advocacy, Partnerships and Marketing

State of Issue #39: Awareness of the overall mission of the USFA (and how the all risk approach fits together to achieve that mission) is limited and not currently emphasized through courses, publications, and word of mouth.

Recommendation #: R-130

April 27, 2000
Resubmitted, July 10, 2000

Summary: R-130 “All USFA products need to emphasize the USFA mission and organizational structure.”

Recommendations: USFA products need to emphasize the USFA mission and organizational structure as appropriate to the customer and the product. Some of the products include the USFA Annual Report, course catalogues, course materials, publications and information on the USFA web site. The National Fire Academy catalogue for the Fiscal Year 2001 does include the USFA mission statement including the four major components of the USFA. At National conferences the USFA Mission Statement is displayed. The Mission Statement is also posted on the web.

USFA staff need to promote the organizational structure and mission within FEMA.

Specific actions to emphasize the USFA mission and organizational structure:

All CDs should identify FEMA, the U.S. Fire Administration and whatever branch/division is the primary source of the information (SEE ATTACHMENT).

All publications should include the USFA Mission Statement and the website address. Publications include the catalogue of courses, technical exhibits, etc.

A simplistic illustration of the new USFA organization should be designed and displayed at all conferences, large group meetings off-site and large group meetings on site.

Alphabetical Subject (Program) Matter listing placed in all classrooms as a Reference. Include this in packages for instructors.

Offer a brief overview of the USFA and resources at the beginning of all courses.

Estimated Time Frame: Current and Ongoing

With respect to the inclusion of the mission statement in USFA products, this is an ongoing process as products are developed, updated and/or reprinted

Conclusion:

Promoting the USFA Mission and organizational structure (internally and externally) will enable our constituents, both the public and fire service, to become more familiar with and better utilize our resources.

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